

## ORDER



**Orders**  
**Order / Rev:** 714848  
**Alt Order #:** 06323592  
**Product Desc:** BEAN FOR FL SENATE  
**Estimate:** 442  
**Flight Dates:** 10/30/12 - 11/05/12  
**Original Date / Rev:** 09/19/12 / 09/20/12  
**Order Type:** Core

## WJXX-TV

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 Do Not Mail  
 XX, XX XX

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Bean, A/ R / FI Senate  
**Demographic:** A35+  
**Product Codes:** PL-State Senate  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	20	\$4,650.00	\$3,952.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	20	\$4,650.00	\$3,952.50	0.00
<b>Totals</b>	<b>20</b>	<b>\$4,650.00</b>	<b>\$3,952.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WJXX-TV	4%	\$4,650.00
Market	100%	\$116,250.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	2%	\$2,325.00
WCWJ	0%	\$0.00
WJXT	33%	\$38,362.50
WTEV	30%	\$34,875.00
WTLV	31%	\$36,037.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WJXX	10/30/12	11/02/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	- TWTF - -	:30	4	\$275.00	P-3	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -		4				\$275.00		0.00			
E 2	WJXX	10/30/12	11/02/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	- TWTF - -	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -		4				\$200.00		0.00			
E 3	WJXX	10/30/12	11/02/12	Nightline Nightline	CM	M-F 11:35p-12:05a	- TWTF - -	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- TWTF - -		4				\$200.00		0.00			

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**WJXX-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WJXX	11/02/12	11/02/12	Fri Prime A Shark Tank	CM	Fri 8p-9p	----F--	:30	1	\$325.00	P-3	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$325.00		0.00			
E 5	WJXX	11/03/12	11/03/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footba	CM	Sat FCN News We	-----S-	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
	2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		2				\$150.00		0.00			
E 6	WJXX	11/04/12	11/04/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff 6/7	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$150.00		0.00			
E 7	WJXX	11/04/12	11/04/12	Sun Prime A America's Funniest Home Video	CM	7-8p	-----S	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$500.00		0.00			
E 8	WJXX	11/05/12	11/05/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	M-----	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$275.00		0.00			
E 9	WJXX	11/05/12	11/05/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$200.00		0.00			
E 10	WJXX	11/05/12	11/05/12	Nightline Nightline	CM	M-F 11:35p-12:05a	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$200.00		0.00			
Totals													20	\$4,650.00	